

# **Lisa Mullikin Parcell**

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## **EDUCATION**

Ph.D., Mass Communication, May 2003, The University of Alabama  
Concentration: American Media History  
Cognate: Contemporary Media Issues  
Dissertation: "Newspaper Newswriting Style, 1690-1970"

M.A., Mass Communication/Journalism, May 1997, The University of Alabama.  
Thesis: "American Newspaper Trends, 1900-1945"

B.S., December 1993, Appalachian State University, Boone, North Carolina  
Major: Mass Communication/Journalism

## **TEACHING EXPERIENCE**

### ***Wichita State University***

**(3-3 teaching load each semester until Fall 2013, when moved to 2-2 and Graduate Coordinator)**

Fall 2014 to present (every Fall semester)

Course taught: COMM 801, *Introduction to Research Methods*

This class combines general information on how to be a successful graduate student with a survey of quantitative and qualitative research methods. Students choose a communication topic of personal interest and then learn to ask research questions and do small research projects using 6 research methods. The final project, which includes a survey, research proposal, literature review, and IRB proposal, follows them to COMM 803 where it is implemented.

Spring 2018, Spring 2020, Spring 2022

Course taught: COMM 860AO, *Communication Case Studies Methods*

This class examines the creation of communication strategies and application of communication techniques in industry and society through case studies. Students learn how to analyze and create case studies as a qualitative research method.

Fall 2009 to present (every semester)

Course taught: COMM 626, *Campaigns*

This is the capstone course for IMC majors. In this class we pull together all the theory and skills from other IMC courses and apply it by creating real campaigns for 3-5 Wichita non-profit clients. Students learn the four pillars of an IMC campaign (research, planning, implementation, and evaluation) and create a plans book for the client. In most cases, the students also implement and evaluate their IMC campaign as well.

Spring 2012, Spring 2014, Spring 2017, Spring 2019, Spring 2021

Course taught: COMM 862A, renumbered COMM 832, *Historical Methods*

This course teaches students how to go beyond simple description or numerical analysis to truly understand what happened in the past. Students learn to identify, research, and write good history. The class takes a topical look at other historians' works, using those works to understand how good history is conceptualized, researched, and written. In addition, students write a conference-worthy research paper on a media history topic of their choice.

Spring 2015, Spring 2016

Course taught: COMM 662T *IMC Practicum/Ad Astra*

This class is run as a communication agency. I am the president responsible, among other things, for gaining clients, assigning work, proofing copy, maintaining a schedule, and billing. Students create real-world professional work for paying clients. This work includes promotional videos, brochures, media ads, website content, newsletters, news releases, and other promotional material. Students also choose one "further learning" topic to research and learn throughout the semester and then present their new skills to the class.

Fall 2005, Spring 2007, and Fall 2008 to present.

Course taught: COMM 631, *Historical and Theoretical Issues in Communication*

The class examines the development of various issues in communication in historical context. Emphasizes different humanistic and scientific theories of communication and the historical development of mediated communication. Students complete essay exams, weekly writing assignments, and a 10-12 page research paper.

Fall 2008 to present

Course taught: COMM 324, *Introduction to Integrated Marketing*

This course provides an overview of the theories and practices of IMC. Students learn how and why IMC strategies are created, executed, monitored, and evaluated and how the messages are tailored to the customer and other publics. Students will gain a general knowledge in the following areas: branding, advertising, media buying and selling, consumer research, marketing, public relations and publicity, ethical and legal issues, and message creation, execution, and evaluation.

Fall 2007, Spring 2009, and Spring 2011.

Course taught: COMM 511, *Strategic Communication in Organizations*

This course emphasizes the importance of effective face-to-face communication in building meaningful relationships, grooming civic leadership, and producing marketable employees. Human communication skills taught include: how to give effective presentations, facilitate small group discussions, handle conflict, manage diverse constituencies, and cultivate leadership and consulting skills in the workplace. Students are introduced to the basic principles of strategic communication at various levels: organizational, interpersonal, small group, public and contemporary topics and issues. In addition to weekly writing assignments and three exams, students plan and propose a fundraising event for a local non-profit. After individual persuasion speeches, students select four proposed events and work in teams to plan, coordinate, execute, and evaluate a non-profit fundraiser.

Spring 2008

Course taught: COMM 301, *Writing for the Mass Audience*

A hands-on introduction to writing for the mass audience, including print and broadcast journalism, advertising, and public relations. In this survey-style course, students become acquainted with various news and promotional writing techniques and formats, develop reporting and interviewing skills, and learn to apply media judgment and ethics. Students complete 19 writing assignments, weekly quizzes, and a final project. This semester students worked in teams with students in Feature Writing, Video Storytelling, and Introductory Photography as part of a media campaign for local environmental organizations. Each 301 student produced 2-3 feature stories, a press release, and a flier or pamphlet for their selected organization. The written work will be given to Channel 12 and the CW for use on their websites.

Fall 2006.

Course taught: COMM 660B and 860A, *Seminar in Communication*

This course builds on students' understanding of public relations and mediated communication in general. This applied course explored the importance of strategic communication to all kinds of businesses, non-profits, and other organizations. In addition to weekly assignments and two essay exams, students worked for Senior

Services, Inc., to formulate, implement, and evaluate a comprehensive strategic communication plan that was later adopted by the agency.

***University of Alabama***  
**(Summer teaching only)**

Summers 1999, 2000.

Course taught: MC409, *Media History*

This course covered American media history from early printing methods to today including newspapers, pamphlets, broadsides, radio, television, public relations, advertising, and new media. Students completed two ten-page research papers with a minimum of ten sources each, ten quizzes, and a class presentation.

Summers 1997, 1998.

Course taught: JN211, *News Writing*

This course covered all forms of news writing including spot news, in-depth reporting, features, sports, beats, obits, and event writing. Students were required to complete nine writing assignments and have one article published in local newspapers or magazines.

Graduate Newspaper Mentor, Program for Rural Services and Research, University of Alabama, Dr. John E. Shelton, Director. August 1996 to 1999.

Responsibilities included advising high school newspaper staffs on production of community newspapers; planning and teaching workshops on writing, editing, design, interviewing, staff organization, advertising, computer maintenance, photography, and all other aspects of producing a newspaper; and conducting research on the effects of school-produced newspapers on community-school relations.

Instructor, University of Alabama, short course, March 1997.

Course taught: Writing press releases that get results

This course presented to the faculty and staff of the Program for Rural Services and Research covered writing press releases for local and national newspapers and magazines, the use of photographs with news stories, the procedures for sending in and following up on a press release, and tips on helping others write press releases for PRSR events.

Advisor, Tuscaloosa Academy newspaper class, Fall 1995.

Responsibilities included teaching news, feature, editorial, sports, and column writing; coaching ad sales and money management; teaching newspaper design; and helping students organize their staff and critique their work.

**ADMINISTRATIVE WORK**

Co-Director, The Research Partnership, Wichita State University, 2018-present.

Responsibilities include managing all contracts, working with legal on issues, presenting to business and professional organizations, overseeing staff, meeting with clients to identify needs and budget, conducting focus groups and other research for clients, creating contract proposals, writing research reports, giving final presentations, etc. I also work with graduate and undergraduate students who want to use the facilities and coordinate with any faculty who want to include applied learning experiences for their students.

Graduate Coordinator, MA in Communication, Wichita State University, 2013-present

Responsibilities include recruiting students, evaluating all applications, advising all students in the program, working with students to select committee members, selecting GTAs and assigning duties, writing evaluations and reports for program review, nominating students for graduate student awards, evaluating departmental graduate student awards, approving all plans of studies, exception forms, and other student-related paperwork, etc.

## **PROFESSIONAL EXPERIENCE**

Associate Director, WSU-LINK, Wichita State University, 2003-2008.

Oversee daily operations of WSU-LINK, facilitate partnerships between Wichita State University faculty and the community, organize monthly, topical, forums for WSU faculty and the community, produce a quarterly newsletter, maintain and design the LINK website, produce the 60-page People to People brochure, organize special events for campus/community partnerships, coordinate the advertising and evaluation of the Office of Research Administration's ULINK Awards, represent WSU at community meetings and national conferences, support university-wide outreach and engagement efforts, and organize and teach workshops.

Grant Coordinator and Writer, WSU-LINK, Wichita State University, 2001-2003.

Help coordinate grant writing efforts between WSU faculty and community partners. This included identifying grants through various databases, soliciting research partners for projects, working with the Office of Research Administration on budgets and indirect costs, and grant writing and editing.

Graduate Research Assistant, Program for Rural Services and Research, University of Alabama, Dr. Jack Shelton, Director. June 2000 to June 2001.

Worked with a team of educators to fund, create, implement, and test on-line high school courses for the Alabama On-line High School Project. Duties include helping to write

initial grant proposals and follow-up reports, researching the effectiveness of this teaching method, creating on-line courses for students and instructors, editing and proofreading all courses through their development, and working with students at the beginning of each class.

Graduate Research Assistant, Institute for Communication Research, University of Alabama, Dr. Jennings Bryant, Director. January 1997 to May 2000.

Conducted and assisted in a wide range of research responsibilities for a variety of media clients. Duties included grant proposal development and preparation and serving as Project Director for Nickelodeon's Longitudinal Research Project, August 1997 to May 2000. Also conducted traditional academic research projects (e.g. content analysis of mystery novels, multiple surveys of junior high school science students, and various focus groups).

Graduate Research Assistant, Advertising and Public Relations Department, University of Alabama, Dr. Regina Lewis and Dr. Bill Gonzenbach. August 1997-December 1997.

Worked with these two professors on different research projects from conceptualization through completion including exploring the use of relationship marketing in magazine advertising and helping in editing the *International Journal of Public Opinion Research*.

Editor, *Alabama Environmental Council Newsletter*, 1998-2000.

Volunteer editor with responsibilities including assigning, writing, and editing articles, designing and laying out pages, and fundraising.

Graduate Research Assistant, Journalism Department, University of Alabama, Dr. Wm. David Sloan. August 1996-May 1997.

Produced a number of classroom presentations for use with the textbook, *The Age of Mass Communication*.

Information Specialists, Georgia Tech, Summer 1996.

Temporary Information Specialists during the 1996 Summer Olympics  
Responsibilities included designing and producing a daily Olympic web page for faculty, staff, and students; writing for the Georgia Tech Research Institute quarterly news magazine *GTRI Horizons* and the *GTRI Annual Report*; helping local, national, and international media in their coverage of GTRI and the Olympics; and overseeing the shooting, writing, and production of a GTRI introductory video.

Editor in Chief, *Bankhead Monitor*, 1994.

Hired on a Sierra Club grant as the editor of a regional environmental magazine. Responsibilities included assigning, writing, and editing all copy, selling advertising,

selecting and assigning all photography, designing and laying out the magazine, and overseeing mailing and local distribution.

Editor in Chief, *The Appalachian*, Fall 1992-Spring 1993.

Student editor of a bi-weekly campus newspaper. Responsibilities included hiring and organizing a staff of 40+ student employees; overseeing all sales, marketing, writing, photography, layout, distribution; running bi-weekly staff meetings; writing all unsigned editorials; and maintaining the budget.

## **PUBLICATIONS**

### ***Refereed Journal Articles, Book Chapters, Encyclopedia Articles***

Myers, P. and **Parcell**, L. M., (2022) Beauty and the bran: Kellogg's campaign to 'correct faulty elimination' and conquer the cereal industry. Submitted to *Journalism History* November 2021.

Abdinnour, S., Meinecke, R., **Parcell**, L. M., and Price, J., (2022) Serving up a Slice of Entrepreneurship on Campus: The New Pizza Hut Museum. *The Public Historian*. Scheduled for publication February 2022.

Mangun, K. and **Parcell**, L. M., (2014) The Pet Milk Company 'Happy Family' advertising campaign: A groundbreaking appeal to the Negro market of the 1950s. *Journalism History*. 40(2), 2-16.

Lamme, M. O. and **Parcell**, L. M., (2013) Promoting Hershey: The chocolate bar, the chocolate town, the chocolate king. *Journalism History*. 39(1), 198-208.

**Parcell**, L. M. (2013) Television news: good or bad? In J. Greer & W.D. Sloan (Eds.), *Media Issues: Point/Counterpoint*, (pp. 241-256). Northport, AL: Vision Press.

**Parcell**, L. M. and Lamme, M. O., (2012) Not 'Merely an Advertisement': Purity, trust, and flour, 1880-1930. *American Journalism* 29(4), 94-127.

**Parcell**, L. M., Lamme, M. O., and Cooley, S. C., (2011) Learning from the trades: Public relations, journalism, and news release writing, 1945-2000. *American Journalism* 28(2), 82-112.

**Parcell**, L. M. (2011) Early American newswriting style: Who, what, when, where, why and how. *Journalism History*. 37(1), 2-11.

Parcell, W. C. & **Parcell**, L. M. (2009). Evaluating and communicating geologic

reasoning with semiotics and certainty estimation. *Journal of Geoscience Education*. 57(5), 380-390.

**Parcell, L. M.** (2008). Communication and media studies, history since 1968. In W. Donsbach (Ed.) *The Blackwell International Encyclopedia of Communication*. Oxford, England: Blackwell.

**Parcell, L. M.** (2008). The modern newspaper, 1900-1945. In W.D. Sloan, (Ed.) *The Age of Mass Communication, 2<sup>nd</sup> edition* (pp. 321-340). Northport, AL: Vision Press.

**Parcell, L. M., Kwon, J., Miron, D. & Bryant, J.B.** (2007). An analysis of media health campaigns for children and adolescents: Do they work? In R. W. Preiss, B. M. Gayle, N. Burrell, M. Allen and J. Bryant, (Eds.), *Mass Media Effects Research Advances Through Meta-Analysis* (pp. 345-361). Mahwah, NJ: Erlbaum.

**Parcell, L. M.** (2002). Breaking the gray: Illustrations in American newspapers. In W.D. Sloan, & L. M. **Parcell** (Eds.), *Journalism: A History of Its Principles and Practices*, (pp. 325-334). Jefferson, NC: McFarland & Company, Inc.

Bryant, J. A., Bryant, J., **Mullikin, L.**, McCollum, J., & Love, C. (2001). Curriculum-based television programming and the American family: Historical development, impact of public policy, and social and education effects. In J. Bryant & J.A. Bryant (Eds.), *Television and the American Family, 2<sup>nd</sup> edition*, (pp. 415-433). Mahwah, NJ: Erlbaum.

**Mullikin, L.** (1998). The modern newspaper/1900-1945. In W.D. Sloan, (Ed.) *The Age of Mass Communication* (pp. 321-340). Northport, AL: Vision Press.

**Mullikin, L.** (1998). Television news: for better or worse. In W.D. Sloan & E. Hoff (Eds.), *Contemporary Media Issues* (pp. 348-363). Northport, AL: Vision Press.

### ***Edited Book***

Sloan, W.D., & **Parcell, L. M.** (Eds.). (2002). *American Journalism: A History of Its Principles and Practices*, Jefferson, NC: McFarland & Company, Inc.

### ***Refereed Conference Abstracts***

Boyle, M. and **Parcell, L. M.** (2011). What do they want us to do? Global warming web sites use of mobilizing information. *Association for Education in Journalism and Mass Communication 2011 Conference Paper Abstracts, Political Communication Interest Group*.

DeVault, A. and **Parcell, L. M.** (2011). Social networking in higher education: A collaboration tool for project-based learning. *Association for Education in Journalism and Mass Communication 2011 Conference Paper Abstracts, Communication Technology Division*.



Parcell, W. C. & **Parcell**, L. M. (2009). Communicating conceptual and cognitive uncertainty with hermeneutics and semiotics: Examples from stratigraphic applications. *Geological Society of America Annual Meeting Abstracts with Programs*, vol. 41, no. 7 (pp. 379). Portland, OR: GSA.

**Parcell**, L. M., Lamme, M. O., and Cooley, S. C., (2009) Learning from the trades: Public relations, journalism, and news release writing, 1945-2008. *AEJMC News* vol. 42, no. 5 (pp. 32) July.

**Parcell**, L. M. & O’Neal, P. (2007). Understanding news media processes and values to promote community support of geoscience. *Geological Society of America Annual Meeting Abstracts with Programs*, vol. 39. (pp. 379). Boulder, CO: GSA.

**Mullikin**, L. (1997, March). Civil war journalists: Professional conveyors of truth. Abstract printed in G.R. Carter (Ed.), *Proceedings of the Southeast Colloquium of the Association for Education in Journalism and Mass Communication*. (pp. 70-71). Millidgeville, GA: Georgia College and State University.

### ***Invited publications***

Mangun, K. and **Parcell**, L. M., (2022) A Groundbreaking Advertising Appeal to Black Americans in the 1950s. Book chapter in Finneman, T. and Pribanic-Smith, E., *Social Justice, Activism and Diversity in U.S. Media History*. Routledge. Accepted and scheduled for Summer 2022.

**Parcell**, L. M. (2011). Exploring the historical process: Parcell uses General Mills archive for latest project. *AJHA Intelligencer* 28(2), 5, 10.

**Parcell**, L. M. (2009). Seeding the Civil War: Kansas in the National News, 1854-1858 book review. *American Journalism*. 26(2), 132-133.

**Parcell**, L. M. (2006). Different dispatches: Journalism in American modernist prose book review. *American Journalism*. 23(3), 118-119.

### **RESEARCH IN PROGRESS**

**Parcell**, L. M. and Myers, P. Using domestic science to sell national food brands. Intended for *Journalism History*.

**Parcell**, L. M. Why We Buy What Mom Did: A Look at Early Food Advertising from 1900-1930. Intended for publication as a book.

### **APPLIED AND POLICY RESEARCH**

- Parcell, L.** and Jarman, J. (2021) WSU student attitudes toward “Become More” and the “Lamp of Learning.”
- Parcell, L.** and Jarman, J. (2021) BCBS of KS Satisfaction Survey.
- Parcell, L.** and Jarman, J. (2021) BCBS of KS Internet vs Phone Comparison.
- Jarman, J. and **Parcell, L.** (2021) Attitudes toward utility-sponsored energy efficiency programs in Kansas.
- Parcell, L.** and Jarman, J. (2020) WSU vaping survey. Report to Sedgwick County Health Department.
- Parcell, L.** (2019) Haysville School district communication and engagement survey. Report to WSU GEAR UP and USD 261.
- Jarman, J. and **Parcell L.** (2019) Quantity and quality of local news: A content analysis of news produced by outlets in the Wichita area. Report to Wichita Community Foundation
- Parcell, L.** (2019) Employee satisfaction and engagement survey. Report to 6 Meridian.
- Parcell, L.** and Jarman, J. (2018). Robert Dole VA Center Focus Group Report. Report to Robert J. Dole VA Center. (15 pp.).
- Parcell, L.** and Jarman, J. (2017). United Way of the Plains Focus Group Report. Report to United Way of the Plains. Wichita, KS. [17 pp.].
- Jarman, J. and **Parcell, L.** (2016) Effectiveness of car advertisements in Wichita area. Report to local car dealership.
- Parcell, L.** and Jarman, J. (2015) Community interest in non-credit programming. Report to WSU Office for Workforce, Professional & Community Education.
- Bryant, J., **Mullikin, L.**, Maxwell, M., Mundorf, N., Mundorf, J., Wilson, B., Smith, S., McCollum, J., & Owens, J. (1999, June). Effects of two years’ viewing of *Blue’s Clues*. Report to Nick Jr. Tuscaloosa, AL: Institute for Communication Research. [51 pp.].
- Miron, D., Bryant, J.B., & **Mullikin, L.** (1998, August). Content analysis of curriculum elements in the second season of *Blue’s Clues*. Report to Nick Jr. Tuscaloosa, AL: Institute for Communication Research. [185 pp.].
- Bryant, J., **Mullikin, L.**, McCollum, J., Ralstin, L., Raney, A., Miron, D., Thompson, S., & Stuart., Y. (1998, January). Effects of one year’s viewing of *Blue’s Clues*. Report to Nick Jr. Tuscaloosa, AL: Institute for Communication Research. [36 pp.].

Raney, A., & **Mullikin**, L. (1997, April). Formative research on *Integrated Science* student handbooks. Report to Center for Communication and Educational Technology. Tuscaloosa, AL: Institute for Communication Research. [57 pp.].

Raney, A., **Mullikin**, L., & Ralstin, L. (1997, September). Longitudinal assessment of the impact of *Integrated Science*. Report to the Center for Communication and Educational Technology. Tuscaloosa, AL: Institute for Communication Research. [116 pp.].

**Mullikin**, L., Raney, A., McCollumn, J., Venugopalan, G., DeWitt, D., Lewis, K., Miron, D., Ralstin, L., & Bryant, J. (1997, June). Two *Integrated Science* pretest site visits: Erwin and Liberty schools. Report to Center for Communication and Educational Technology. Tuscaloosa, AL: Institute for Communication Research. [64 pp.].

## **GRANT PROPOSALS**

ESC Elliott Award for the project "What Mom Bought: American Food Brand Advertisements and Their Century-long Appeals," \$2,280.

WSU URCA Grant for the project "How two packaged-goods companies sold products by selling innovation," \$4,327, 2010.

ESC Hughes Award for the project "Journalists' & PR Professionals' Use of Scientific Explanations to Calm Fears During the Hutchinson Natural Gas Explosion," \$2,000, 2009.

High school newspaper partnerships in rural Alabama, American Society of Newspaper Editors, \$15,000, 2001.

Celebrations of Mexican American culture in Cherokee County, Alabama, Alabama Arts Council, \$3,000, 2000.

Content analysis of curriculum elements in the second season of *Blue's Clues*, Nickelodeon, \$3,775, 1999.

Continuation of longitudinal assessments of the educational and prosocial impact of *Blue's Clues*, Nickelodeon, \$101,000, 1999.

Longitudinal assessment of the educational impact of *Blue's Clues*, Nickelodeon, \$94,260, 1997-1998.

Content analysis of curriculum elements in the second season of *Blue's Clues*, \$3,775, 1998.

Continuation of longitudinal assessments of the educational impact of *Blue's Clues*, \$94,000, 1998.

Content analysis of curriculum elements in the first season of *Blue's Clues*, Nickelodeon, \$3,775, 1997.

Assessing the kindergarten and first grade success of regular viewers of *Allegra's Window* and *Gullah Gullah Island*, Nickelodeon, \$10,000, 1997.

Content analysis of curriculum elements in second season of *Allegra's Window* and *Gullah Gullah Island*, Nickelodeon, \$3,775, 1996.

Longitudinal assessment of the impact of selected Nick Jr programs, Nickelodeon, \$132,000, 1996.

### **REFEREED CONFERENCE PRESENTATIONS**

Myers, P., and **Parcell**, L.M. (2021, October) Beauty and the bran: Kellogg's campaign to 'correct faulty elimination' and conquer the cereal industry. Presented at the American Journalism Historians Association. Online only due to Covid.

Price, J., **Parcell**, L. M., Abinnour, S., Meinecke, R., and Bartel, N. (2019, October). Engaging and inclusive visitor experiences. Presented at the Mountain-Plains Museums Association, Albuquerque, NM.

Price, J., **Parcell**, L. M., Abinnour, S., Meinecke, R., and Bartel, N. (2019, February). Accessibility in practice: The Pizza Hut Museum story. Presented at the National Association for Interpretation Region 6 Conference, Wichita, KS.

Price, J., **Parcell**, L. M., Abinnour, S., Meinecke, R., and Bartel, N. (2018, November). Creating a museum from scratch: The story of the Pizza Hut Museum. Presented at the Kansas Museums Association, Independence, KS.

**Parcell**, L. M. and Davis, R. (2016, October). Fleischman's "Yeast for Health": A cure for boils, acne, constipation, and plummeting sales. Presented at the American Journalism Historians Association Annual Convention, St. Petersburg, FL.

**Parcell**, L. M. (2014, October). Co-authorship and Collaboration in Historical Research. Presented at the American Journalism Historians Association Annual Convention, St. Paul, MN.

**Parcell**, L. M. (2013, October). Louise Prothro, the less known but more real face of PET Milk. Presented at the American Journalism Historians Association Annual Convention, New Orleans, LA.

Mangun, K. and **Parcell**, L. M. (2012, October). The Pet Milk Company 'Happy Family'

advertising campaign: A groundbreaking appeal to the Negro market of the 1950s. Presented at the American Journalism Historians Association Annual Convention, Raleigh, NC.

**Parcell, L. M. and Lamme, M. O.** (2011, October). Not “merely an advertisement”: Purity, trust, and flour, 1880-1930. Presented at the American Journalism Historians Association Annual Convention, Kansas City, MO.

Boyle, M. and **Parcell, L. M.** (2011, August). What do they want us to do? Global warming web sites use of mobilizing information. Presented at the Association for Education in Journalism and Mass Communication Annual Convention, St. Louis, MO.

DeVault, A. and **Parcell, L. M.** (2011, August). Social networking in higher education: A collaboration tool for project-based learning. Presented at the Association for Education in Journalism and Mass Communication Annual Convention, St. Louis, MO.

**Parcell, L. M.** (2009, October). Early American newswriting style: Who, what, when, where, why and how. Presented at the American Journalism Historians Association Annual Convention, Birmingham, AL.

**Parcell, L. M.** (2009, August). Learning from the trades: Public relations, journalism, and news release writing, 1945-2008. Presented at the Association for Education in Journalism and Mass Communication Annual Convention, Boston, MA.

Parcell, W. C. & **Parcell, L. M.** (2009). Communicating conceptual and cognitive uncertainty with hermeneutics and semiotics: Examples from stratigraphic applications. Presented at the Geological Society of America Convention, Portland, OR.

**Parcell, L. M.** (2008, October). How to make early American media history interesting. Presented at the American Journalism Historians’ Association Annual Meeting, Seattle, WA.

**Parcell, L. M. & O’Neal, P.** (2007, October). Understanding news media processes and values to promote community support of geoscience. Presented at the Geological Society of America Annual Meeting, Denver, CO.

**Parcell, L. M. & Gaunt, P.** (2005, October). Tearing down the ivory towers: An integrated communication approach. Presented at the Outreach Scholarship Conference, Athens, GA.

Bryant, J., Bryant, J. A., **Parcell, L. M.**, & McCollum, J. (2000, May) Curriculum-Based Preschool Television Programming and the American Family: Historical Development, Impact of Public Policy, and Social and Educational Effects. Presented at the International Communication Association, Acapulco, Mexico.

Bryant, J., **Parcell, L. M.**, & Bryant, J. A. (2000, August). A systematic content analysis of eight

decades of best-selling mystery novels. Presented at the International Society for the Empirical Study of Literature, Toronto, Canada.

**Mullikin, L.** (1999, October). The American media and their influence on world affairs, 1900-1918. Presented at American Journalism Historians Association, Portland, Oregon.

**Mullikin, L., & Bryant, J. A.** (1999, May). Effects of curriculum-based television programming on behavioral assessments of flexible thinking and structured and unstructured prosocial play behaviors. Presented at International Communication Association, San Francisco, CA.

**Mullikin, L., & Bryant, J.** (1999, April). A meta-analysis of the effects of media health campaigns directed at children. Presented at Eastern Communication Association, Charleston, WV.

Raney, A.A., Ralstin, L., McCollum, J., & **Mullikin, L.**, (1999, August), Preschool children and cognitive development: The effects of viewing *Blue's Clues*. Presented at Association for Education in Journalism and Mass Communication, Chicago, IL.

**Mullikin, L.** (1998, October). The Expanding Use of Features in the Early 20<sup>th</sup>-Century Press. Presented at American Journalism Historians Association Conference, Louisville, KY.

McCollum, J., & **Mullikin, L.** (1998, April). Longitudinal assessment of curriculum-based commercial television programs for children. Presented at Southern States Communication Association Conference, San Antonio, TX.

**Mullikin, L.** (1997, March). Civil War journalists: Professional conveyors of truth. Presented at AEJMC Southeast Colloquium, Knoxville, TN.

**Mullikin, L.** (1996, March). The press and the coming of the depression. Presented at AEJMC Southeast Colloquium, Roanoke, VA.

### **INVITED PRESENTATIONS**

**Parcell, L. M.** (2018, June) History of Photojournalism. Presented to the Wichita-Sedgwick County Historical Museum General Audience, Wichita, KS.

**Parcell, L. M.** (2018, June) History of Photojournalism. Presented to the Wichita-Sedgwick County Historical Museum Senior Wednesdays Audience, Wichita, KS.

**Parcell, L. M. and Mishler, R.** (2018, October) What Market Research Can Do for You. Presented to the American Marketing Association, Wichita, KS.

Price, J., Bartel, N., Abinnour, S., Meinecke, R., and **Parcell**, L. (2018, November) Creating a Museum from Scratch: The Story of the Pizza Hut Museum. Presented to the Kansas Museums Association, Independence, KS.

Lamme, M. O. and **Parcell**, L. M. (2015, October) AJHA Book of the Year. Presented at the American Journalism Historians Association Annual Convention, Oklahoma City, OK.

**Parcell**, L. M. (2004, October). Questions of authority in early American “chat-rooms”. Presented at the American Journalism Historians Association Conference, Cleveland, OH.

**Parcell**, L. M. (2004, October). Grantsmanship and the liberal arts mission. Presented at the American Journalism Historians Association Conference, Cleveland, OH.

**Parcell**, L. M. (2000, February). The use of newspaper features between 1900-1920. Presented at the Southeast AJHA Colloquium, Anniston, AL.

**Parcell**, L. M. (1999, November). Breaking the gray: Newspapers use of pretty pictures and great graphics. Presented as part of the University of Alabama Colloquium series, Tuscaloosa, AL.

**Mullikin**, L. (1999, April). Photos, photos, photos: Using photos in your newspaper. Presented at the PACERS Annual Small Schools Conference, Montgomery, AL.

**Mullikin**, L. (1998, April). The year in review: PACERS students working on community newspapers. Presented at the PACERS Annual Small Schools Conference, Montgomery, AL.

**Mullikin**, L. (1999, January). Newspapers’ use of illustrations from Colonial times to today. Presented at the Southeast AJHA Colloquium, Millidgeville, GA.

**Mullikin**, L. (1997, January). The American Media Overseas, 1900-1920. Presented at the Southeast AJHA Colloquium, Chattanooga, TN.

## **MANUSCRIPT REVIEWS**

*Journalism History*, “Newspaper Medicine: Medical Journals Attack the Press.” (2021)

*American Journalism*, “Pancho Villa and Public Relations: A Campaign Targeting the Press and Public Opinion.” (2021)

*American Journalism*, “Regulating Public Relations: How U.S. Legal Policies and Regulations Shaped Early Corporate PR.” (2018)

*Journalism History*, “Democracy’s Adventure Hero on a New Frontier: The Use of Bridging Language in the Ad Council’s Peace Corps Advertising Campaign, 1961-1970.” (2018)

*Journalism History*, “*The Jungle* as an Agenda-Setting Force: Upton Sinclair and the Pure Food Act of 1906.” (2018)

*American Journalism*, “Marching for the Jews of Europe, Washington, DC.” (2017)

*Journalism History*, “Abuse of a ‘Great Power’: An Examination of Twentieth-Century Advertising.” (2017)

*American Journalism*, “Ethics and the Profession: The Crystallization of Public Relations from Incorporation to Accreditation.” (2016)

*Journalism History*, “Proselytizing for Profit and Consuming Self-Help: Fowlers and Wells Publishers.” (2016)

*Journal of American History*, “Courting Women, Courting Advertisers: The Woman’s Page and the Transformation of the American Newspaper, 1895-1935.” (2015)

*American Journalism*, “Wartime Orchestration of Health Information: North Carolina’s Good Health Plan and World War II.” (2014).

*American Journalism*, “Edward Louis Bernays as a Transformational Leader: The Emergence of Influence in the Public Sphere.” (2012).

*Journalism and Mass Communication Quarterly*, “Selling Advertising: An Early History of the Legitimation of Advertising.” (2012).

*American Journalism*, “Explaining the Origins of the Advertising Agency.” (2011).

Association for Education in Journalism & Mass Communication annual meetings, History Division, 2008-present.

American Journalism Historians Association annual convention, 2010-present.

*The Atlanta Review of Journalism History*, “The Limited Press Coverage of Women’s Recruitment for Domestic & Military Services During America’s Involvement in World War II: 1941-1945.” (2005).

*American Journalism*, “Janet Flanner and the Emergence of Literary Journalism.” (2005).

## **SERVICE**

### **National**

Editorial Board of *Journalism History*, 2016-present

Editorial Board of *American Journalism*, 2011



American Journalism Historians Association Board of Directors, 2011-present  
Finance Chair for the American Journalism Historians Association, 2011-2014  
Finance Officer for the American Journalism Historians Association, 2014-present  
Chair of the Special Subcommittee for Long-Term Financial Planning, 2012-present

## **WSU**

LAS Dean's Advisory Board, 2019-present  
The Research Partnership, 2017-present  
Elliott School of Communication Graduate Coordinator, 2013-present  
Chair of Elliott Graduate Committee, 2013-present  
IMC Faculty Search Committee, chair, 2010-2014, 2018, 2021 (three times)  
Chair of the ESC Space Utilization Committee, 2013-present  
Public Relations Student Society of America Co-Faculty Advisor, 2008-present  
Convergent Sciences Building Planning Committee, 2020  
Humanities Leadership Group, 2017-2019  
Pizza Hut Museum Development Team, 2016-2019  
Assessment, Incentive and Reward Activation Team, 2018-2019  
LAS Tenure and Promotion Committee, 2016-2019  
WSU Faculty Grievance Pool, 2008-2011, 2013-2016  
Fairmount College Advisory Committee member, 2013-2018  
Leadership Advisory Council, 2008-2013  
ESC Director Search Committee, acting chair, 2012  
IMC Lecturer Search Committee, 2010 and 2011  
ESC Curriculum Committee, 2008-present  
ESC Library Committee, 2008-present  
ESC Graduate Committee, 2008-present  
Judge for Shocker Speak Out, 2008  
Criterion 5 sub committee member for WSU reaccreditation, 2005-2007

## **Local**

Judge for "National History Day" contest, 2014-present  
Judge for "We the People" essay contest, 2016, 2018, 2019, 2020  
Judge for Wichita East High School Debate Competition, 2021  
Diversity Chair, Public Relations Society of America, Wichita Chapter, 2016-2017  
Member of the Wichita Sedgwick County Historical Museum Education Advisory Committee, 2010-present  
Judge for the Kansas Press Association Annual Competition, 2008-2015  
Judge for the Alabama Press Association Writing and Design Competition, 1995-2001  
Author of the Program for Rural Services and Research Annual Report, 1997-2001  
Coordinator of the Alabama Environmental Association EarthFest, 1996 and 1997  
Member of the Alabama Environmental Association Board of Directors, 1997-2000

## **AWARDS AND HONORS**

Betty and Oliver Elliott Professor of Communication, (beginning July 2021)

John R. Barrier Distinguished Teaching Award for Fairmount College of Liberal Arts and Sciences, 2020  
Nominated WSU Phenomenal Women Award, 2020  
Appointed to Editorial Board of *Journalism History*, 2016  
Appointed as Diversity Chair, Public Relations Society of America, Wichita Chapter, 2016  
President's Award, American Journalism Historians Association, 2015  
WSU Research Sabbatical, Fall 2015  
Interviewed about Hershey research on Rudy Maxa's World Traveler radio show, 2015  
Appointed to the Editorial Board of *American Journalism*, 2011  
Nominated for the American Journalism Historians Association Board of Directors, 2010  
Nominated for the WSU Academy for Effective Teaching award, 2008  
Nominated for University of Alabama Dissertation of the Year  
Nominated for American Journalism Historians' Association Dissertation Award  
Kappa Tau Alpha, national honor society in mass communication  
Phi Kappa Phi, national academic honor society  
Graduate Research Award, 1995-2001